

Station WPGH-TV PITTSBURGH, PA

Advertiser () POLITICAL ISSUE GROU

Product NRCC IE 2012

Estimate# 2603

Buyer BEN ANGLE

Phone#

Fax#

Agency () NATIONAL MEDIA RESEARCH PLANNING

815 SLATERS LANE

ALEXANDRIA, VA 22314

Agency C/P1/P2/E //2603

Flight Dates 10/12/2012 - 10/18/2012

Hiatus Weeks

Rep Firm

Sales Office () WASHINGTON

Salesperson () KATHRYN SARDINSKY

Salesperson Phone# 202-955-5342

Salesperson FAX#

--- CONTRACT COMMENT ---

NRCC IE 2012 *****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

PLS SEE LNS 5 AND 7 FOR REVISIONS.
THANKS,
ANDREW

Ln	Dates	Time	Program	Len	Rate	Day	Spots/Week	# of Weeks	Total Spots	Total Cost
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1	10/12-10/18	630P-7P	2.5 MEN B	:30	\$800.00	F,M-TH	4	1	4	\$3,200.00
2	10/12-10/18	7P-730P	BIG BANG THEORY B	:30	\$1,200.00	F,M-TH	3	1	3	\$3,600.00
3	10/12-10/18	730P-8P	2.5 MEN B	:30	\$1,000.00	F,M-TH	2	1	2	\$2,000.00
4	10/15-10/15	8P-11P	MLB: NLCS	:30	\$2,500.00	M	1	1	1	\$2,500.00
*5	10/12-10/12	8P-9P	TOUCH	:30	\$1,100.00	F	1	1	1	\$1,100.00
Station Remark: V2 PLS CHG PRG TO KITCHEN NIGHTMARES 1X 10/12 STP @ NCIR.										
6	10/12-10/12	9P-10P	FRINGE	:30	\$1,100.00	F	1	1	1	\$1,100.00
*7	10/12-10/18	10P-1030P	NEWS	:30	\$1,000.00	F,M-TH	5	1	5	\$5,000.00
Station Remark: V2 PLS EXPAND TP TO 10-11P.										
8	10/13-10/13	8P-11P	PAC 12	:30	\$600.00	SA	1	1	1	\$600.00
9	10/14-10/14	10A-11A	NEWS	:30	\$100.00	SU	1	1	1	\$100.00

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---REPORT TOTALS---

Report Totals: 19 / \$19,200.00

---SALES MONTHLY TOTALS---

Oct 12: 19 / \$19,200.00

Sales Totals: 19 / \$19,200.00

Station Totals: 19 / \$19,200.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$120,000	CABL	0%	KDKA	34%	UNKN	0%	WPCW	0%	WPGH	16%
		WPMY	0%	WPXI	25%	WTAE	25%				

---COMPETITIVE COMMENTS---

MARKET TOTAL ALL WEEKS = \$1206300

Books null

Demos RA35+